

Plenary Session on Public-Private-Civil Society Partnerships - Workstream 8

09:00 - 10:30

What is Public-Private-Civil Society Partnerships?

It refers to any type of interaction with private/business/civil society/academic entities

Can include:

- informal talks and discussions,
- knowledge-exchange platforms
- full-fledged partnerships entailing funding or brand asset exchanges.

Public–Private Engagement (PPE) = Collaboration between NMHSs (and/or other public agents) and private sector entities to produce and deliver weather, climate, hydrological, marine and related environmental information and services while respecting the public interest and the mandates of NMHSs and keeping in mind budgetary constraints. (*WMO Guidelines for Public-private Engagement (2021 edition)*)

Drivers for Public-Private-Civil Society Partnerships

Growing needs

Sustainable Development Goals (SDGs)

SDG Target 17.17: **Encourage and promote effective public, public-private and civil society partnerships**, building on the experience and resourcing strategies of partnerships.”



Sendai Framework for Disaster Risk Reduction 2015-2030

“...There is a need for the public and private sectors and civil society organizations, as well as academia and scientific and research institutions, **to work more closely together and to create opportunities for collaboration** ...”

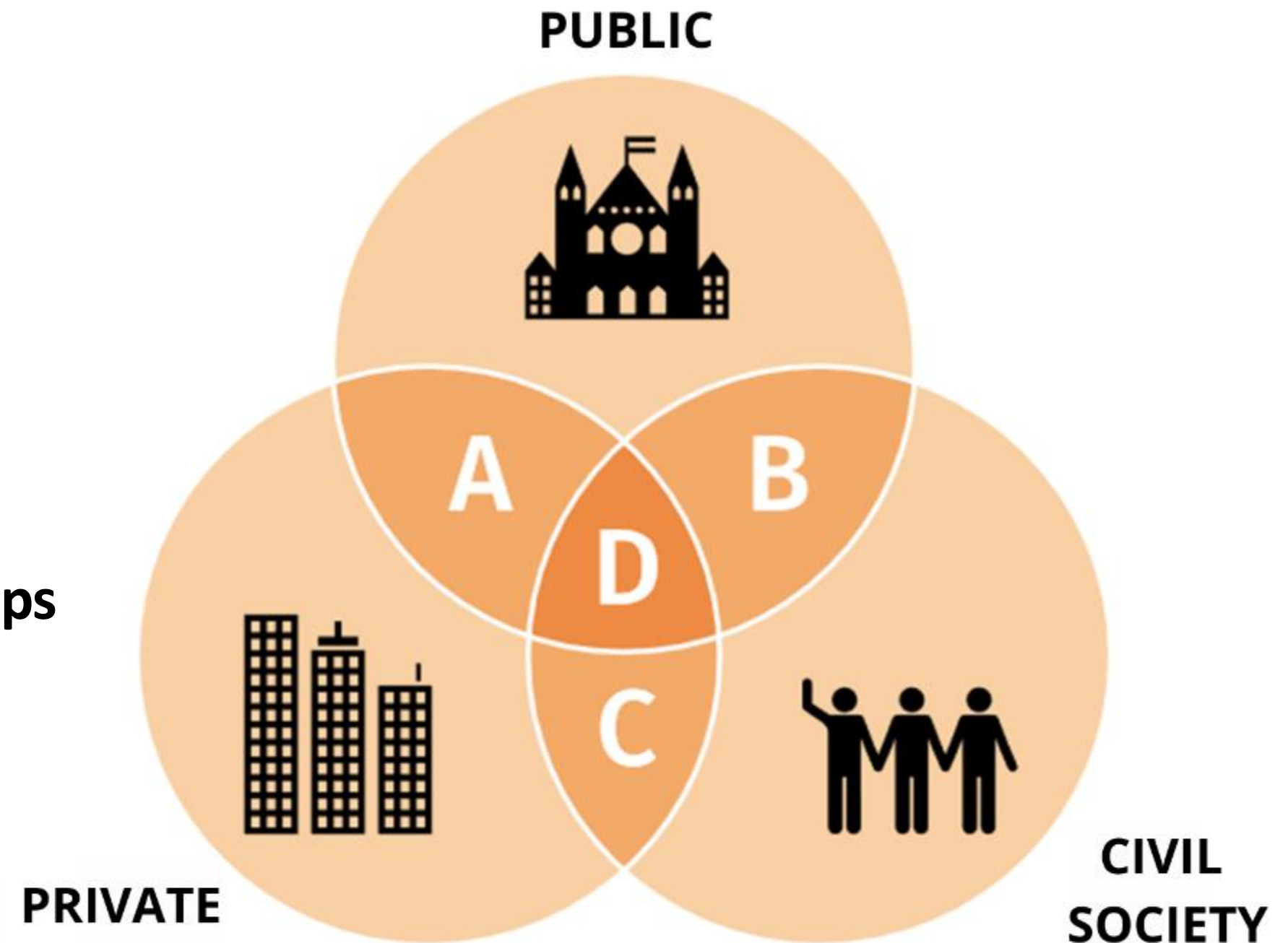
Paris Agreement

Public-Private sector participation is recognized as a **key for integrated, holistic and balanced non-market approaches** to assist in the implementation.



Partnerships are a powerful mechanism in Integrated Drought Management

- A = Public-Private Partnership**
- B = Public-Civil Society Partnership**
- C = Private-Civil Society Partnership**
- D = Public-Private-Civil Society Partnerships**



Public-Private Partnerships

- Government provides regulatory frameworks, subsidies, or policy support.
- Private sector brings innovation, investment, and efficiency.

Challenges:

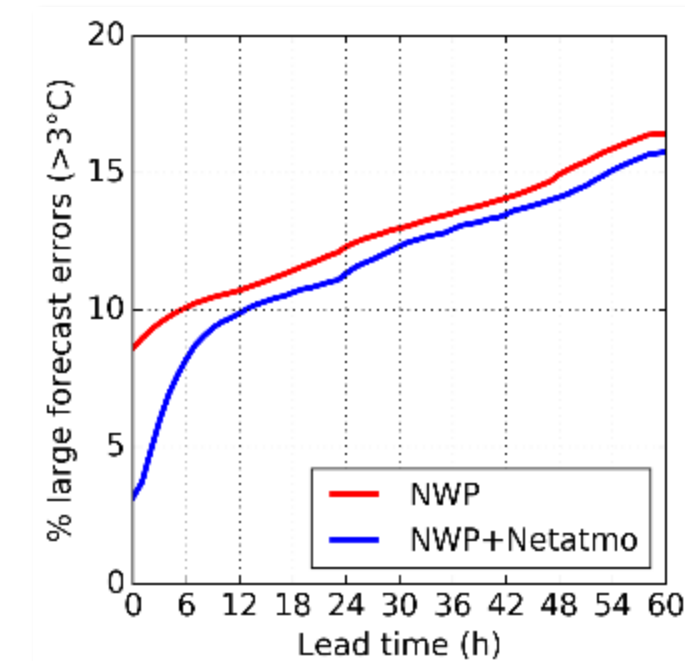
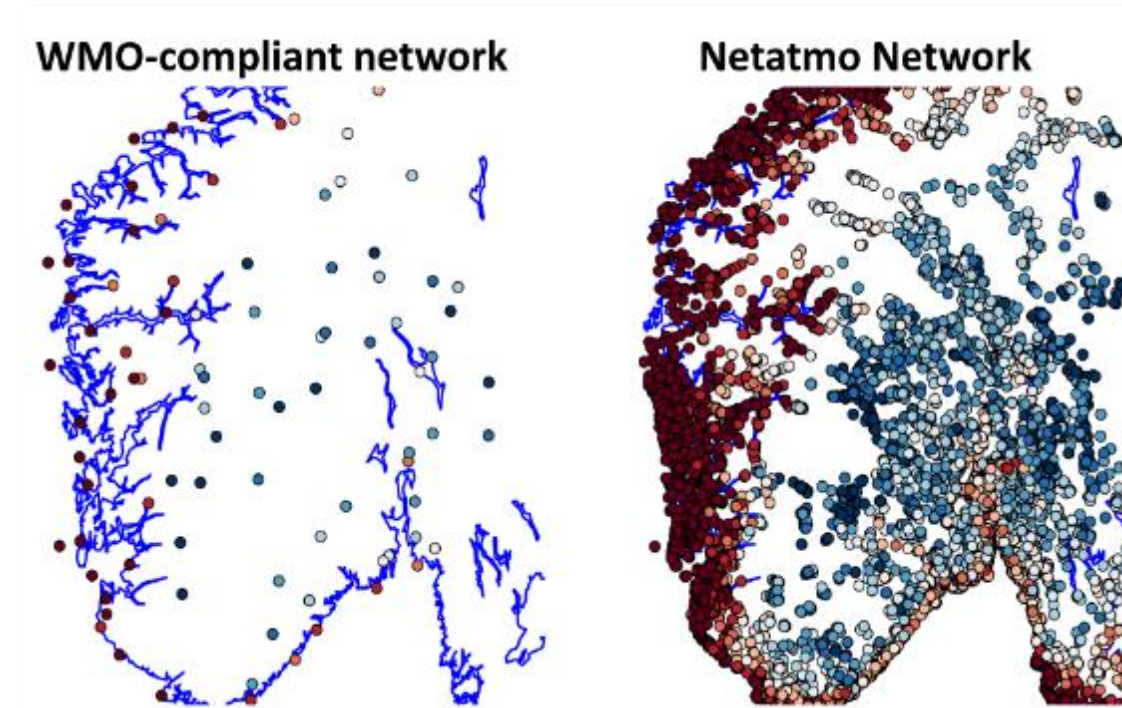
- conflicting interests
- financial risks
- lack of trust



Example:

**Crowdsourcing (use of non-standard data)
for temperature forecasting**

MET Norway (Norwegian NMHS) integrates private sector observations from Netatmo's Network in operational weather forecasting



Public-Civil Society Partnerships

- Governments handle policy and provide support
- CSOs engage communities in implementation, awareness, and advocacy

Challenges:

- Limited funding
- political challenges
- different goals

Private-Civil Society Partnerships

- Combines business resources with local knowledge.
- Addresses local problems and builds lasting drought solutions.
- Can promote social responsibility and community engagement for companies

Challenges:

- Different goals: profit vs. community needs.
- Lack of trust between sectors.

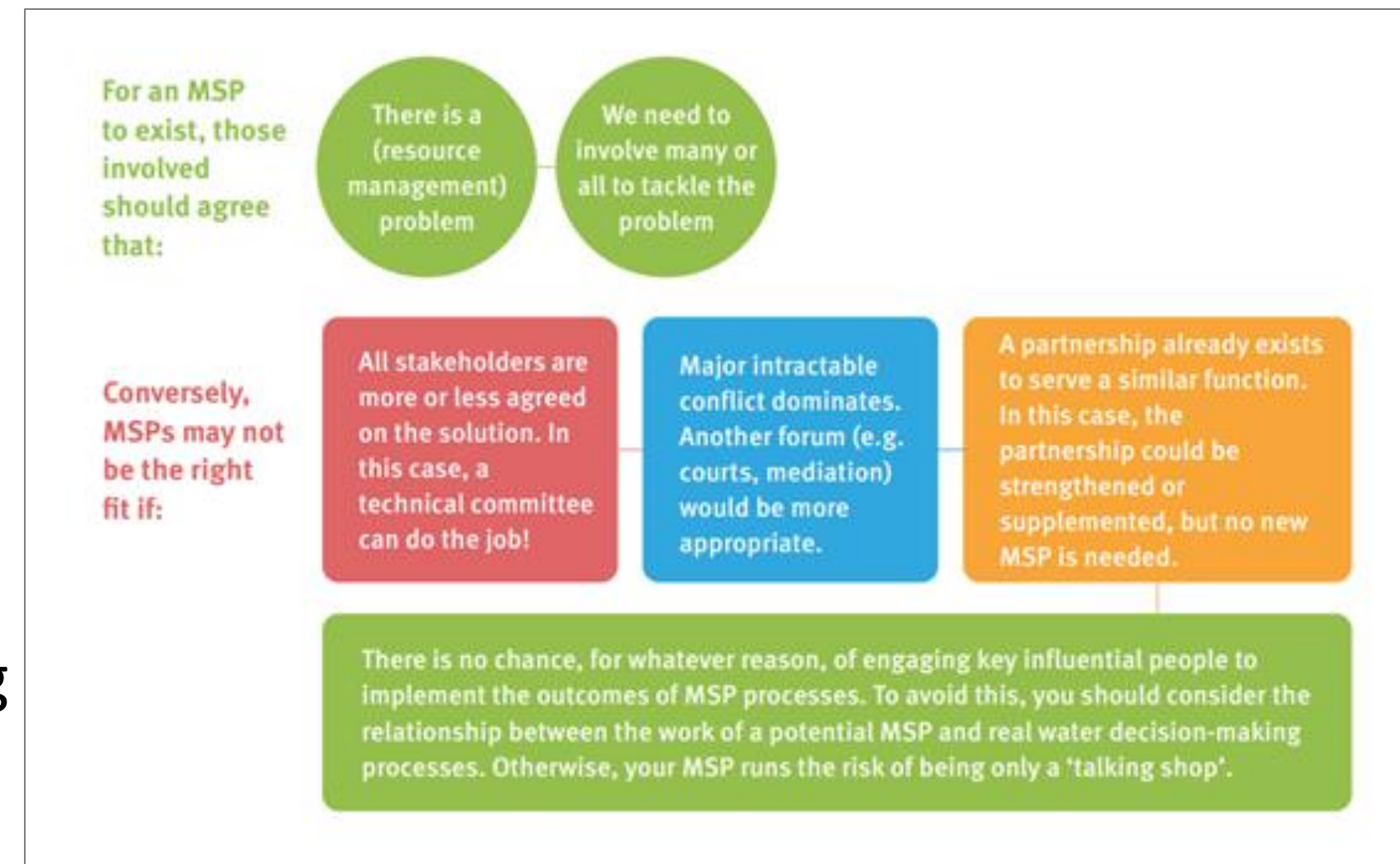


Public-Private-Civil Society Partnerships

- Shared decision-making (public, private, and civil society actors)
- Resource combination (Financial, technical, and human resources)
- Voices for all (Marginalized communities included)

Challenges:

- Aligning objectives and timelines.
- Different motivations can create conflicts.
- Limited funding, expertise, or capacity
- Ensuring transparency among partners.
- Maintaining long-term collaboration and funding



Questions to determine if an MSP appropriate (Source: [Tremblay-Lévesque et al., 2022](#)).

Example:








IDMP was founded based on the idea of PPCSP



**The heart of IDMP:
over 40 Partners incl.
private sector and
academia/research**



Challenges

-  Drought resilience seen as a public sector duty.
-  Distrust between sectors.
-  Misaligned goals between public, private, and civil sectors.
-  Lack of legislative/ institutional frameworks
-  Poor mutual understanding and cooperation.
-  Working together can be seen as a taboo
-  Lack of seed funding for partnerships.



Three sides of a story. Source: Salomon, 2021)

"Alone we can do so little;
together we can do so much."

HELEN KELLER



Impactful case studies

- **Brazil – Drought monitor collaboration**, Eduardo Martins, President, FUNCEME
- **Eswatini – Citizen science network**, Eric Seyama, Director Early Warning, NDMA
- **China - The 100 Million Suosuo Initiative**, Jing SUN, Director of Desertification Prevention and Control, SEE Foundation
- **US - Public-private drought work in Colorado**, Tom Iseman, TNC

A photograph of several young corn plants growing in dry, cracked soil. The plants are green and appear to be struggling due to the lack of water. The soil is light brown and has deep, irregular cracks running across it.

Yet Another Drought Association (YADA) Meeting 2 October 2024

YADA

.. WHERE THE TALKING NEVER ENDS....